



*NCAAHPERD's flagship initiative in the fight against
childhood obesity in North Carolina*

REPORT TO THE HOUSE SELECT COMMITTEE ON CHILDHOOD OBESITY

November 10, 2011

We are in a crisis...

North Carolina's national **CHILDHOOD OBESITY**
ranking in **2010...**

11TH HIGHEST¹

¹ North Carolina Health Assessment and Monitoring
Program (NCCHAMP)

We are in a crisis...

Direct **MEDICAL COSTS** in 2006 associated with
CHILDHOOD OBESITY²...

\$105.3 MILLION¹
... in **NORTH CAROLINA**

¹ Published by the North Carolina Alliance for Health

² Data based on youth aged 10-17

What is IsPOD?

- A 4-year **KATE B. REYNOLDS** (KBR) grant-funded program (2008-2012)
- **NCAAHPERD**'s (North Carolina Alliance for Athletics, Health, Physical Education, Recreation and Dance) flagship initiative in the fight against childhood obesity in North Carolina
- Designed to **TRACK, ACCESS AND IMPROVE** the health and fitness levels of North Carolina students in Kindergarten through grade 8

Goals & Objectives

Our goal is to reduce childhood obesity with education, evaluation, and advocacy. We use the “RE-AIM” evaluation model to document and measure the Reach, Effectiveness, Adoption, Implementation, and Maintenance of the IsPOD initiative.

- ✓ Increase the percentage of NC K-8 students that have been “reached” by the IsPOD initiative.
- ✓ Increase the percentage for FITNESSGRAM™ participation for K-8 students.
- ✓ Students in grades 3-8 in districts who have implemented IsPOD will show increased levels of physical activity in and out of school as measured by the student survey.

Strategies

EDUCATION

Provide every K-8 physical education teacher in North Carolina with the professional development and resources needed to implement SPARK™, a research based, physical education curriculum.

EVALUATION

Provide every K-8 physical education teacher in North Carolina with the professional development and resources needed to administer FITNESSGRAM™ fitness assessments, participate in the teacher survey and allow K-8 students to participate in the student survey.

ADVOCACY

Provide teachers, administrators, legislators, and other stakeholders with program and fitness data to inform instructional, programmatic and policy decisions.

Education – SPARK™

SPARK™

The IsPOD initiative provides SPARK™ (Sports, Play and Active Recreation for Kids) curriculum resources to all physical education teachers in North Carolina.

SPARK™ is a research-based physical education program, the goals of which are to increase students':

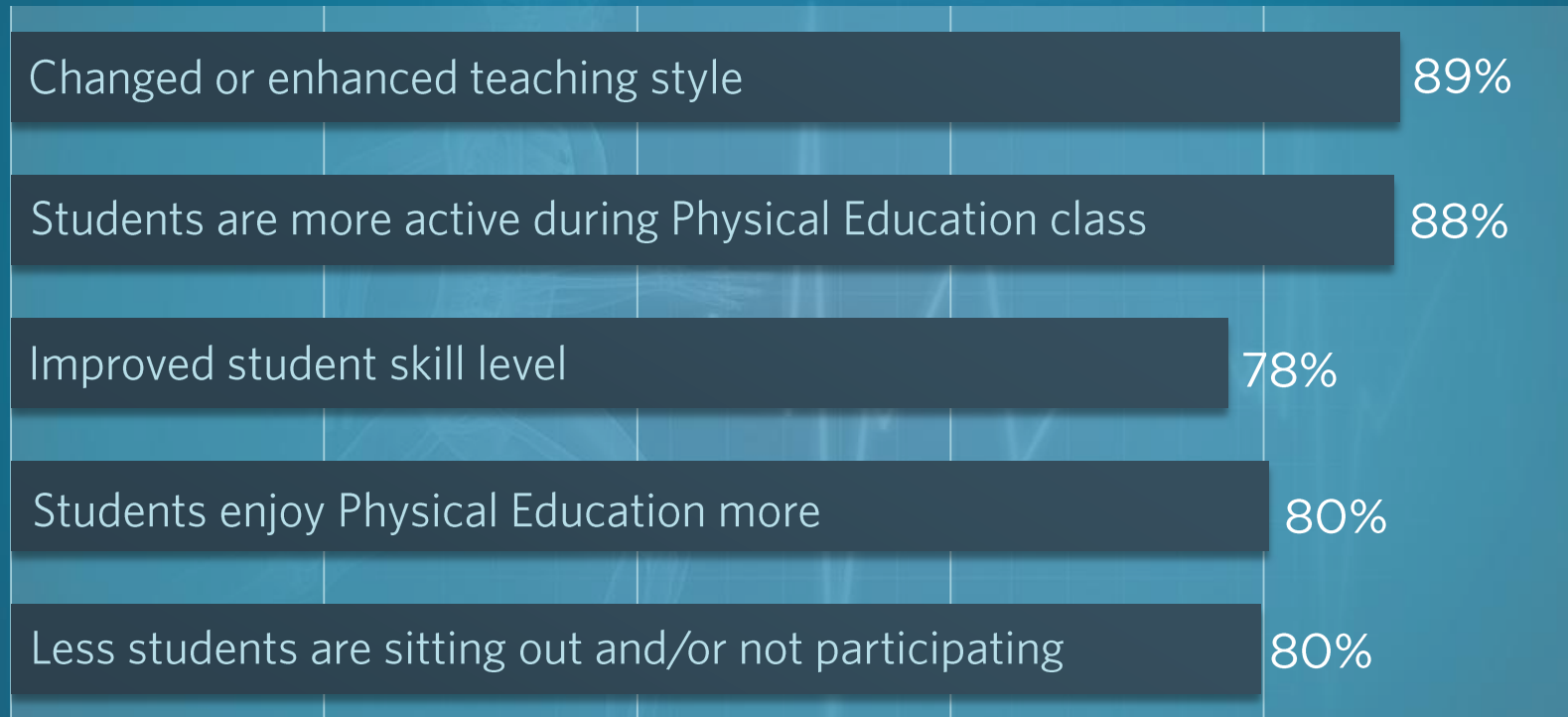
- ✓ moderate-to-vigorous physical activity
- ✓ fitness achievement
- ✓ academic achievement
- ✓ sport skills development
- ✓ enjoyment of physical education among students



Twelve hours of extensive training as well as two full curriculum manuals are provided to each K-8 teacher.

Education – SPARK™

IMPACT OF SPARK™ IN PHYSICAL EDUCATION CLASSES*



**This chart represents data collected from teacher survey submissions during the 2010-2011 school year*

Education – SPARK™

Survey results from teacher surveys submitted in the 2010-2011 school year show:

- **94%** of teachers **ENJOYED** the SPARK™ training
- **91%** felt **WELL-PREPARED** to implement SPARK™
- **89%** of teachers felt that SPARK™ **ENHANCED** their teaching style.

78% or more of teachers observed positive benefits from using SPARK™ such as **IMPROVED STUDENT SKILL LEVELS**, fewer students “sitting out” during Physical Education, students being **MORE ACTIVE** during PE, and students **ENJOYING** physical education more.

Evaluation – FITNESSGRAM™

FITNESSGRAM™

FITNESSGRAM™ was developed by The Cooper Institute in an effort to provide physical educators with a tool that would facilitate communicating fitness testing results to students and parents.

FITNESSGRAM™ enables teachers to **PROMOTE AWARENESS** about the importance of physical activity and fitness, **ASSESS** the fitness and activity levels of children in grades K-12, and help them develop patterns of lifelong, **HEALTH-PROMOTING** physical activity.

The FITNESSGRAM™ assessment measures **THREE COMPONENTS** of health-related physical fitness that have been identified as important to overall health and function:

- aerobic capacity
- body composition
- muscular strength, endurance, and flexibility

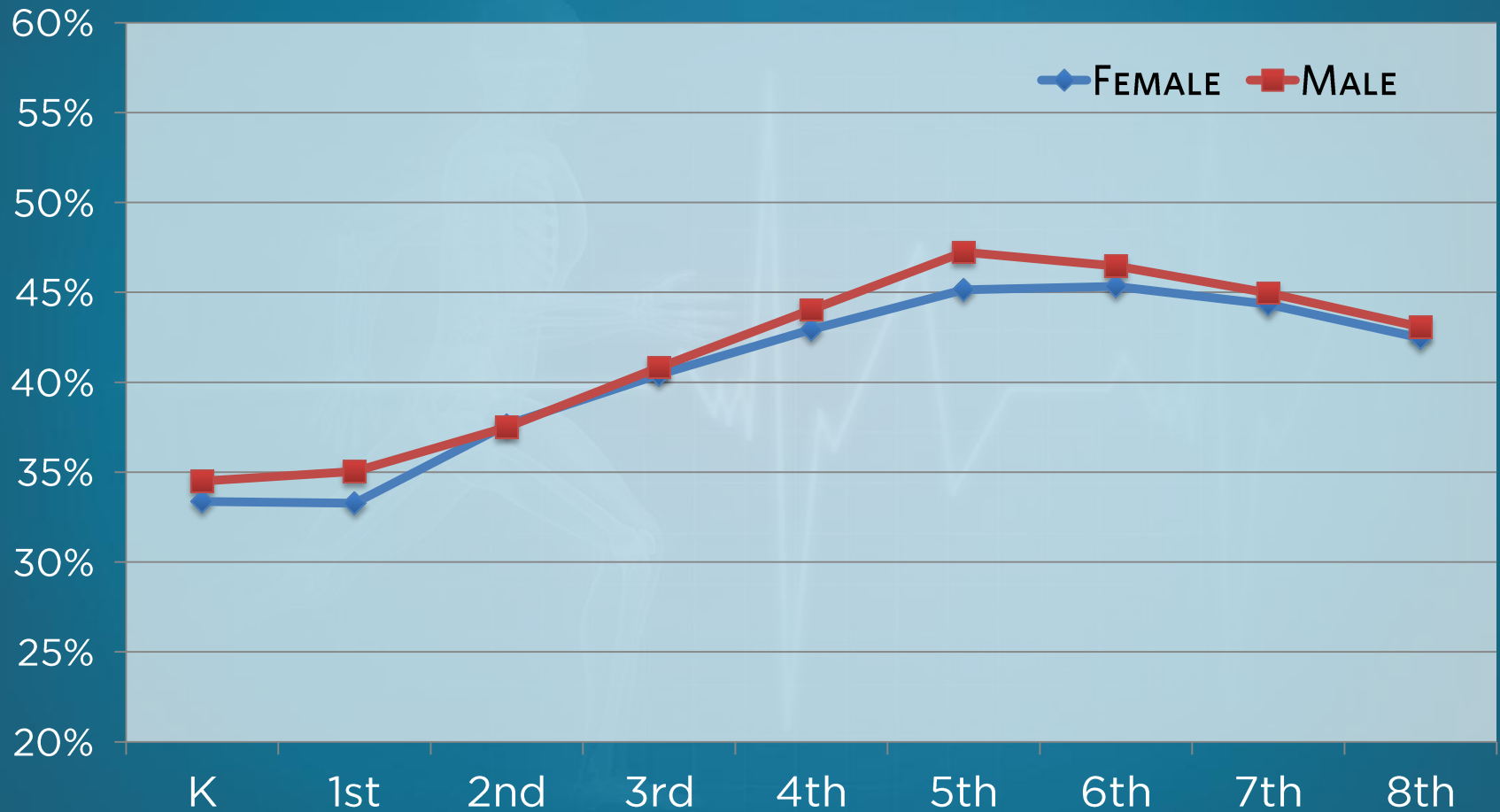
Evaluation – FITNESSGRAM™

Over **500,000** fitness measurements have been collected from 301,978 students in 2009-10 and 2010-11 from **77** LEAs..

WAVE	Fitness Measurements Collected	Number of LEAs Represented
Fall 2009	5,530	19
Spring 2010	92,317	45
Fall 2010	196,112	64
Spring 2011	218,849	71
Total	512,808	
Total Unique Records	301,978	77

Evaluation – FITNESSGRAM™

PERCENT OF NC K-8 STUDENTS AT-RISK OF METABOLIC SYNDROME*



**This chart represents data collected via FITNESSGRAM™ during the 2010-2011 school year*

Evaluation – FITNESSGRAM™

PERCENT OF NC K-8TH GRADERS IN FITNESSGRAM™ HEALTHY FITNESS ZONE®



Percent of Students in the HFZ®

**This chart represents data collected via FITNESSGRAM™ during the 2010-2011 school year*

Evaluation – Surveys

The initiative conducts student surveys twice per school-year to track the direction and magnitude of changes in students' attitudes, behaviors, and physical fitness levels and statistically model the impacts of components of the IsPOD program. Student surveys are completed in school by the student.

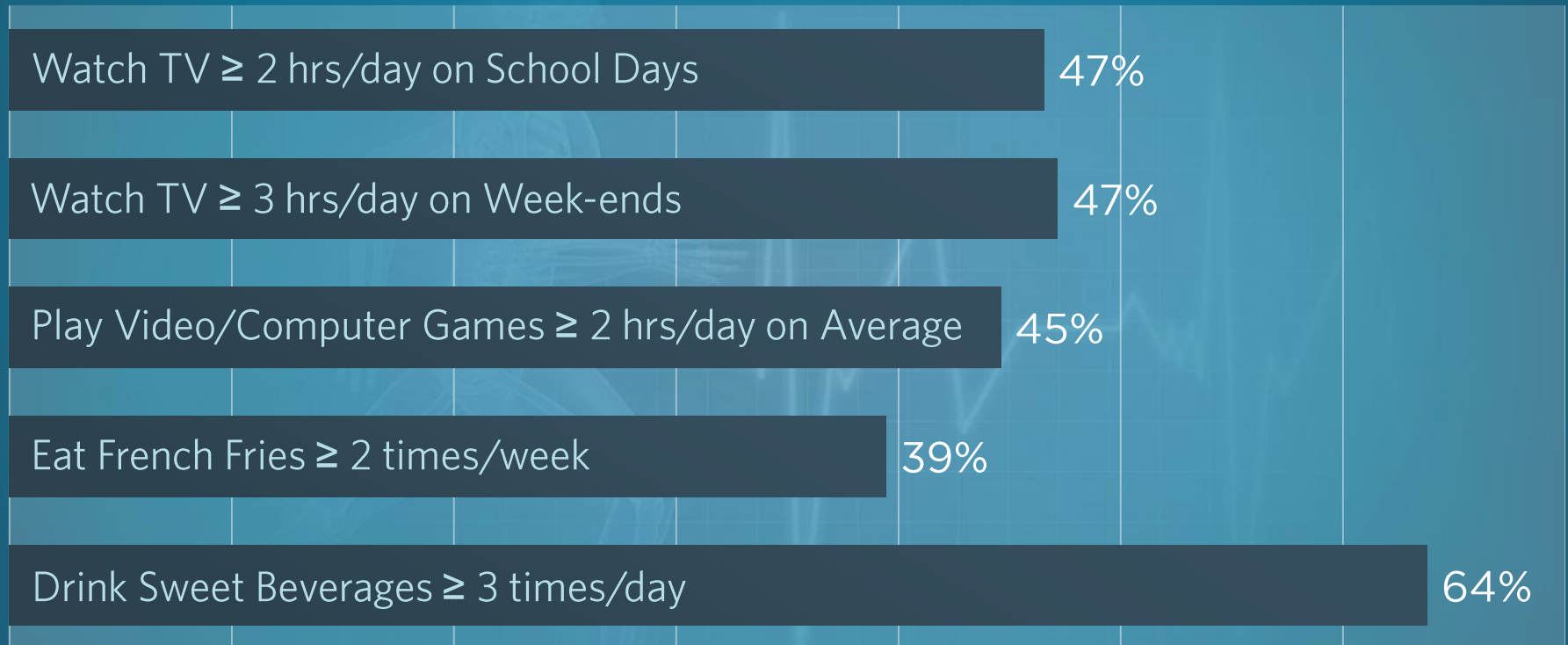
Student surveys measure the impact of teachers on students' attitudes and behaviors. If the IsPOD program is effective, we expect to see:

- ✓ increased enjoyment of physical education
- ✓ decreased screen time
- ✓ more physical activity
- ✓ improved eating behavior

The initiative also conducts teacher surveys to measure teachers' experience, use of SPARK, various policy issues, and their professional development activities. Individual teacher surveys are e-mailed directly to the teacher twice per school-year.

Evaluation – Surveys

PERCENT OF 3RD - 8TH GRADERS ENGAGING IN "UNHEALTHY" HABITS



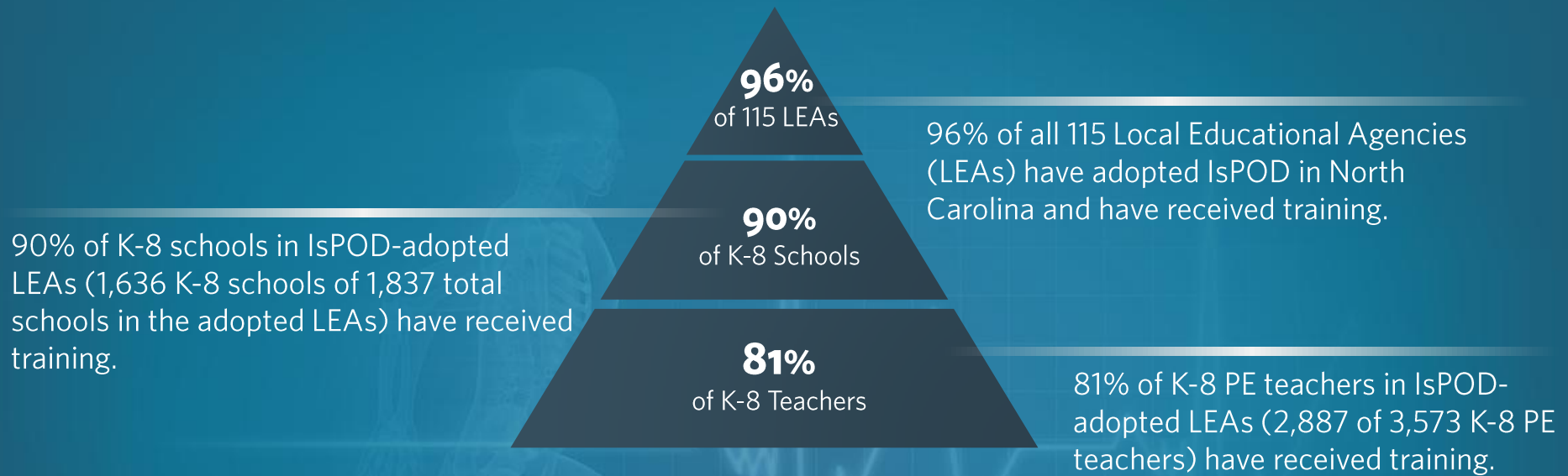
**This chart represents data collected via FITNESSGRAM™ during the 2010-2011 school year*

Advocacy

The IsPOD initiative advocates for high quality physical education year-round in an effort to decrease the prevalence of childhood obesity in North Carolina.

Because advocacy is the third component of the initiative, we frequently share the results of our program with legislators, policymakers, and other stakeholders on every level.

Reach



In addition to 2,887 K-8 teachers with SPARK training, the following district staff have been trained: 79 high school teachers, 30 district coordinators, 4 Adapted P.E. teacher, 149 other school staff, and 11 charter school teachers. Non-LEA staff trained include 20 teachers from private, home-school, or after-school programs and 21 college professors/students.

TOTAL STAFF TRAINED: 3,201

Partners



North Carolina
Department of Public Instruction
State Board of Education



North Carolina
Department of Public Health

Opportunities

- Continue to provide decision and policy-makers data collected by the IsPOD initiative
- Use collected data for **RESEARCH** purpose
- Ability to **EXPAND** to grades pre-K and 9-12
- Inclusiveness of **ACTIVITYGRAM™**

On July 31, 2012...

THIS ALL ENDS!

The Challenge



LONG-TERM SUSTAINABILITY

Supporters



Contact Information

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**THANK
YOU**